

Message Text

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DRAFTED BY COM/BEWT/OEWTA/TAD/A JANKOWITZ

APPROVED BY EB/OCA/REP/LAKLIEFORTH

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STATE/EUR/D MILLER

EB/ITP/EWT:JBEMIS

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P 102224Z FEB 75

FM SECSTATE WASHDC

TO AMEMBASSY WARSAW PRIORITY

UNCLAS STATE 030196

E.O. 11652: N/A

TAGS: EGEN, OGEN, PL

SUBJECT: MARKET RESEARCH SEMINAR

FOR LAMBERTY

REF: STATE 017138

1. PLEASE TRANSMIT THE FOLLOWING TENTATIVE AGENDA FOR
MARKET RESEARCH SEMINAR, FEB 20 AND 21, TO CHAMBER, SUBJECT
TO YOUR COMMENTS AND THEIR CHANGES AND APPROVAL.

FIRST DAY (FEB 20):

PRESENTATION BY THE U.S. SIDE DESCRIBING THE OBJECTIVES AND
INFORMATION NEEDS OF U.S. RESEARCH OF THE POLISH MARKET.

PRESENTATION BY THE U.S. SIDE DESCRIBING THE METHODS OF
SELECTING PRODUCTS BELIEVED TO HAVE A HIGH EXPORT POTENTIAL
TO POLAND.

RESPONSE BY THE POLISH SIDE ON THE AVAILABILITY OF THE
INFORMATION SOUGHT, APPROPRIATENESS OF THE TECHNIQUES
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CURRENTLY USED TO OBTAIN IT, AND SUGGESTIONS FOR

IMPROVEMENTS.

PRESENTATION BY THE POLISH SIDE DESCRIBING HOW DATA ON THE POLISH FIVE-YEAR (1976-1980) AND LONG-TERM OVERALL AND REGIONAL DEVELOPMENT PLANS CAN BE UTILIZED BY THE U.S. TO ASSESS POLISH IMPORT NEEDS.

PRESENTATION BY THE POLISH SIDE OF THE KINDS OF INFORMATION THEY NEED TO INTRODUCE PRODUCTS TO THE U.S. MARKET AND THE METHODS CURRENTLY USED OR ENVISIONED TO OBTAIN SUCH INFORMATION.

RESPONSE BY THE U.S. SIDE ON THE AVAILABILITY OF THE INFORMATION SOUGHT, APPROPRIATENESS OF THE TECHNIQUES CURRENTLY USED TO OBTAIN IT, AND SUGGESTIONS FOR IMPROVEMENTS. THE U.S. SIDE WOULD WELCOME POLISH ELABORATION CONCERNING THEIR INFORMATION REQUIREMENTS, INCLUDING ANY SPECIFIC PRODUCT AREA INTERESTS, IN ADVANCE OF THE MEETING IN ORDER THAT WE CAN BE BETTER PREPARED TO ANSWER THEIR QUESTIONS.

SECOND DAY (FEB 21):

DISCUSSION OF SPECIFIC PRODUCT AREAS CURRENTLY IDENTIFIED BY THE U.S. SIDE AS OFFERING OPPORTUNITIES FOR AMERICAN BUSINESSMEN. AMONG THE PRODUCT AREAS IN WHICH WE TENTATIVELY PLAN TO CONDUCT MARKET RESEARCH IN 1975 ARE THE FOLLOWING:

-- CHEMICAL AND PETROCHEMICAL EQUIPMENT AND COMPLETE PLANTS.

-- CHEMICALS AND ALLIED PRODUCTS.

-- MEASURING AND CONTROL EQUIPMENT AND INSTRUMENTATION.

-- CONSTRUCTION AND MINING EQUIPMENT.

-- MACHINE TOOLS.

-- OFFICE EQUIPMENT.

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WE WOULD WELCOME YOUR SUGGESTIONS FOR ADDITIONS OR DELETIONS TO THIS LIST.

WE WOULD HOPE THAT THE DISCUSSION OF INDIVIDUAL PRODUCT AREAS COULD BE AS SPECIFIC AS POSSIBLE, AND WOULD WELCOME THE ATTENDANCE OF REPRESENTATIVES OF THE FOREIGN TRADE ORGANIZATIONS AND INDUSTRIAL MINISTRIES THAT DEAL WITH THE PRODUCT AREAS TO BE DISCUSSED. FOLLOWING THIS DISCUSSION,

WE WOULD WELCOME A REVIEW OF PROJECTS THAT ARE LIKELY TO BE
UNDERTAKEN IN THE NEXT FEW YEARS.

POLISH PRESENTATION OF SPECIFIC PRODUCT AREAS CURRENTLY
IDENTIFIED BY THE POLISH SIDE AS OFFICIAL OPPORTUNITIES
FOR POLISH EXPORTS TO U.S.

2. LOGISTICS:

LENZ AND JANKOWITZ WILL ARRIVE WARSAW FROM
MOSCOW ON LOT 232, FEB 19, 9:40 P.M. RAFFEL ARRIVING
WARSAW FROM BUCHAREST RO 225, FEB 19, 11:10 A.M. ALL
HAVE RESERVATIONS AT FORUM IN WARSAW. INGERSOLL

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